

Amendments to the Claims:

Please cancel claims 1- 20. This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-20 (canceled)

21. (new): A method of tracking distributed content within a computer network, comprising:
receiving information associated with addressed content displayed on a computing device;
recording information that includes starting times and ending times for time periods during which addressed content was displayed on said computing device; and
deriving, using said recorded information, subsets of said addressed content that was displayed on said computing device during overlapping time periods.
22. (new): The method of claim 21 wherein said information associated with addressed content includes information related to user activity on said computing device, further comprising:
recording additional information related to user activity during the time period during which said addressed content was displayed on said computing device; and
correlating, using said recorded information, the addressed content that was displayed on said computing device with user activity on said computing device.
23. (new): The method of claim 21 wherein said received information is associated with a set of data structures for displaying addressed content, and wherein said recorded information

includes starting times and ending times for time periods during which addressed content was displayed through respective data structures of said set of data structures on said computing device.

24. (new): The method of claim 21 wherein said recorded information includes starting times and ending times for time periods during which addressed content was displayed through respective data structures on said computing device, further comprising:

correlating a subset of said respective data structures through which addressed content was simultaneously displayed on said computing device; and

using said subset of data structures to create a pack of data structures.

25. (new): The method of claim 21 further comprising constructing a statistical database to track individual events executed at a plurality of computing devices that display said addressed content.

26. (new): The method of claim 21 further comprising constructing a content database to characterize the addressed content displayed on said computing device.

27. (new): The method of claim 21 further comprising the step of targeting an advertisement to a single user based upon said subsets of addressed content.

28. (new): The method of claim 21 wherein said deriving step includes the step of dynamically determining in real-time a subset of said subsets of addressed content that are displayed simultaneously.

29. (new): The method of claim 21 wherein said deriving step includes the step of determining a subset of said subsets of addressed content that is delivered to a single user.

30. (new): A method of tracking distributed content within a computer network, said method comprising the steps of:

recording information received from a computing device, the information comprising:
information associated with a time period during which addressed content was displayed on said computing device, and
information associated with user activity on said computing device during said time period; and
correlating, using the recorded information, the addressed content that was displayed on said computing device during said time period with the user activity on said computing device during said time period.

31. (new): The method of claim 30 further comprising targeting advertisements to said user based upon said correlating step.

32. (new): The method of claim 30 further comprising constructing a statistical database to track individual events executed by said user.

33. (new): The method of claim 32 further comprising targeting advertisements to said user based upon information within said statistical database.

34. (new): A computer readable memory to direct a computer to function in a specified manner, comprising:

a server for receiving information associated with addressed content displayed on a computing device;

a statistical database module for recording information that includes starting times and ending times for time periods during which addressed content was displayed on said computing device; and

a statistical analysis module for deriving, using said recorded information, subsets of said addressed content that was displayed on said computing device during overlapping time periods.

35. (new): The computer readable memory of claim 34, wherein said statistical database module includes executable instructions to construct a statistical database to track individual events executed by a plurality of users that receive said addressed content.

36. (new): The computer readable memory of claim 34, wherein said statistical database module includes executable instructions to construct a content database to characterize the content associated with a subset of said addressed content.

37. (new): The computer readable memory of claim 34 further comprising a set of executable instructions to analyze said subsets of addressed content to create packs of addressed content.

38. (new) A computer readable memory to direct a computer to function in a specified manner, comprising:

a statistical database module for recording information received from a computing device, the information comprising:

information associated with a time period during which addressed content was displayed on said computing device, and

information associated with user activity during said time period on said computing device;

a statistical analysis module for correlating, using the recorded information, the addressed content displayed on said computing device with user activity on said computing device.

39. (new): The computer readable memory of claim 38 further comprising executable instructions to construct a statistical database to track individual events executed by a plurality of users on computing devices that display addressed content.

App. No. 09/558,924
Response dated: August 13, 2004
Reply to Office Action of February 13, 2004

40. (new): The computer readable memory of claim 39 further comprising executable instructions to target advertisements to said plurality of users based upon information within said statistical database.